

SIMIEN ANTONIS PARR

www.simienap.com

simien@simienap.com

Baltimore, MD



■ SUMMARY:

Leaving it better than we found it is the salient focus throughout my work. I've taken many diagonal leaps during my career, introducing me to exploratory design projects and comprehensive business development, including working with customers, clients, and shareholders. I've embraced these challenges while continuously evolving what I thoroughly enjoy, an intuitive experience.

The next endeavor would encourage me to focus on exploring new concepts, improving standards, collective ideation, and refined iteration. On the side, I tackle challenges that expand my design senses, improve my skillset to produce concepts, and embrace originality. I can't even begin to imagine the future of my professional life, but I'll make it functional and memorable along the way.

■ SKILLS:

- Art Direction
- Creative Direction
- Product Management
- Team Leadership
- Client/Public Relations
- Preflight, Prepress
- Production, Installation
- User Experience Design
- User Interface Design
- HTML / HTML5 (Proficient)
- CSS / CSS3 / SASS / SCSS (Proficient)
- Javascript (Novice)
- PHP (Novice)
- React, Gatsby (Novice)
- Wordpress, Shopify, Kirby (Proficient)
- Git / Version Control (Proficient)
- NPM, Yarn (Proficient)
- Agile, Scrum, Waterfall

■ PRODUCTS:

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects (Intermediate)
- Adobe XD
- Final Cut (Intermediate)
- Sketch
- Figma
- Invision
- Google Suite
- Microsoft Suite
- Visual Studio
- Sublime Text
- Atom
- Oh My Zsh
- Airtable
- Zapier
- Github
- Jira
- Basecamp
- Slack
- Dropbox

■ EXPERIENCE:

| HMP

Remote (2022–2024)

Healthcare Education and Marketing Company.

Associate Creative Director

- Collaborating closely with subject matter experts, instructional designers, and project managers to ensure alignment with educational objectives and audience needs
- Providing strategic direction and constructive feedback to team members to optimize creative output and maintain high standards of quality
- Collaborated on preflight, prepress, and press-check standards of all digital/mechanical files
- Created environment and signage designs
- Managing multiple projects simultaneously, from initial concept development through final delivery, while adhering to strict timelines and budget constraints
- Overseeing and guiding creative teams in the development of multimedia content
- Keeping abreast of industry trends, best practices, and technological advancements

| Freelance

Remote (2010–2024)

Self-owned and operated creative studio.

Owner

- Produced and presented proposals for design/development projects ranging from complete branding and identity, website design, exhibit materials, and marketing collateral
- Conceptualized and created identity/branding systems for clients, paired with style guidelines, and implemented protocols to ensure their corporate style is cohesive and consistent across all formats
- Collaborated on preflight, prepress, and press-check standards of all digital/mechanical files
- Communicated directly with clients while multitasking various project tasks from concept, production, and execution
- Achieved multiple awards across print and digital disciplines

| AKT3 LLC

Baltimore, MD (2020–2021)

Software solution that prioritizes deals on the market.

Creative Consultant

- Maintained a consistent aesthetic and level of design in line with the brand identity
- Implemented systematic workflows and experiences for incoming deals, which resulted in the faster, more accurate designation of deals
- Assembled an automated methodology for project tracking procedures to increase accuracy and accountability that improved sales and workflow efficiency
- Applied logistics knowledge to perform various tasks related to the planning, development, implementation, and management of an effective systems support strategy
- Reported design, reliability, and maintenance problems or bugs to the Engineering, QA, and Product Management teams

| HomeBase

Baltimore, MD (2017–2020)

Affordable work environment that offers monthly workspace, officespace, and business services.

Creative Consultant

- Produced all identity/branding, messaging, visuals, collateral, and culture
- Developed initial website concepts, sitemaps, user experience, and executed the development with Kirby Content Management System
- Facilitated problem-solving meetings across multiple departments to ascertain corrective actions and how they are to be implemented
- Applied defined practices, procedures, and company policies to triage, troubleshoot, and resolve both known and unknown issues and address routine and moderately complex customer questions
- Collaborated as a board member of the Baltimore Better Business Bureau and participated in annual city-wide events

| Transit Labs

Washington, D.C. (2013–2016)

Software that measures outcomes and projects future needs through software as a service.

Creative Director

- Spearheaded an international brand, messaging, visuals, and culture
- Synthesized and compiled findings to inform the user experience of measuring outcomes and projecting future needs for public transit, cargo, and freight
- Executed personas, user scenarios, sitemaps, user experience specs, user interface design patterns, wireframes, high-fidelity mockups, and clickable prototypes
- Organized the development of group brainstorming and discussion of software structure, feature sets, and new technologies for SAAS solutions
- Attended the trade shows as a technical/design liaison, able to offer both technical and operational insight for future sales leads

| Casual Corp

New York City, NY (2012 – 2013)

Venture studio that discovers, validates, and builds new products with an intuitive platform.

Creative Director

- Executed the identity/branding for Casual Corp, their subsidiaries, and our fellowship
- Produced templates and established brand standards for marketing materials
- Developed an ideation process to ensure that a minimum viable product could be executed within a small amount of time
- Guided our user experience and interface design methodology within a fellowship program and mentored fellows to evolve their idea
- Collaborated on the branding and messaging within our fellowship program

Revolver New York

New York City, NY (2011 – 2012)

Boutique creative agency specializing in lifestyle marketing, brand development, and product design.

Art Director

- Produced corporate and private identity/branding for many hospitality and lifestyle brands
- Coordinated the materials that needed to be produced on-site and ensured that all design standards were consistent
- Conducted pitches and meetings with clients to demonstrate project budgeting, ideation, process, creation, and execution
- Directed small teams of designers, who simultaneously worked on multiple projects across various disciplines and mediums
- Designed assets for content management system websites, messaging, visuals, and styleguides

EDUCATION:

Valencia College

Orlando, FL (2006–2010)

Associate of Science - Graphic Design & Web Design/Development

- Spotlight Student for 2011 Inctrl Conference Orlando
- Official Selection for 2009 & 2010 Student Exhibitions
- VCC 2010 Element Production-Ready Award
- President's List 2008
- Dean's List 2009

ORGANIZATIONS:

- AIGA
- Dribbble
- Behance
- Forrst by Zurb
- Stack Exchange

CLIENTS:

- Department of Transportation (DOT)
- Microsoft
- Mercedes Benz
- MOCA
- Mission
- Foot Locker
- The Avant-Garde Diaries
- Morgans Hotel Group
- Kimpton Hotel Group
- JRK Hotel
- Godiva
- Lavo